

1 I, Kristin Armitage, declare as follows:

2 1. For the above-captioned matter, I submit this declaration in support of Defendant
3 Facebook, Inc.'s Motion to Dismiss the Consolidated Consumer Class Action Complaint and
4 Consolidated Advertiser Class Action Complaint. I have personal knowledge of the facts set
5 forth herein unless otherwise noted, and if called to testify as a witness thereto, I could do so
6 competently under oath.

7 2. I am a Case Manager on the eDiscovery and Information Governance team in the
8 Legal Department at Facebook. My duties and responsibilities in this role include supporting
9 litigation matters involving Facebook, Inc. As part of my current role, I am regularly involved in
10 assisting to collect evidence about aspects of services across the company's platforms.

11 3. Individuals and companies can purchase advertising through Facebook's self-
12 service advertising platform to promote their businesses. Facebook keeps records of those
13 purchases in the normal course of its business. I consulted these records in identifying the
14 information below.

15 4. According to Facebook's records, Plaintiff Mark Young d/b/a Dinkum Hair
16 purchased advertisements on Facebook beginning in April 2016 and ending in April 2018.
17 Attached as Exhibit 1 are Facebook's records of advertisements purchased by Plaintiff Mark
18 Young d/b/a Dinkum Hair.

19 5. According to Facebook's records, Plaintiff 406 Property Services, PLLC
20 purchased advertisements on Facebook beginning in June 2015. Attached as Exhibit 2 are
21 Facebook's records of advertisements purchased by Plaintiff 406 Property Services, PLLC.

22 I declare under penalty of perjury that the foregoing is true and correct.

23 Executed on this 19th day of May 2021 in Menlo Park, California.

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25 By: /s/ Kristin Armitage
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Kristin Armitage

SIGNATURE ATTESTATION

I am the ECF User whose identification and password are being used to file the foregoing. Pursuant to Civil Local Rule 5-1(i), I hereby attest that the other signatories have concurred in this filing.

Dated: May 20, 2021

/s/ Sonal N. Mehta

Sonal N. Mehta